

Television News from DUMONT



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WABD PROGRAM STARS STEICHEN
WORLD FAMOUS PHOTOGRAPHER

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FOR IMMEDIATE RELEASE

NEW YORK, November 13 -- Edward Steichen is frequently described as "America's most famous photographer." Next Monday, November 17, he will be starred on a television program, broadcast by WABD, DuMont's New York outlet.

Recently appointed director of the photography department of the Museum of Modern Art, Steichen will show the television audience examples of some of the best in modern photography, including the pictures of Alfred Stieglitz, Charles Sheeler, Arthur Rostein, Dorothy Lange, Edward Weston, Henri Cartier-Bresson, Walker Evans, Homer Page, Leonard McCombe and Wayne Miller.

The terminology of photography, according to Steichen, is sadly in need of clarification. For instance, he said, people speak glibly of nature photos, documentary photos and news photos, but these terms mean different things to different people.

He will illustrate these and other photo types during the broadcast.

The "Swing into Sports" series, regularly broadcast Mondays, 8:35 to 9 P.M., has been featuring photography and photographers since November 3. According to Bob Loewi, producer-director of the shows, audience response has been so enthusiastic that plans for a new series devoted entirely to photography and tentatively titled "Fun of Photography," are under serious consideration.

Mabel Scacheri, camera authority and World-Telegram columnist, has been regularly featured on the programs. Next Monday Miss Scacheri will show the television audience some examples of what to avoid in taking pictures.

She has a special aversion for photos with heavy sentimentality or, as she puts it, "pictures that are developed in maple syrup."

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